

TAA QUARTERLY

Volume V, Issue I

March 2017

TENNESSEE AUCTIONEERS ASSOCIATION



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Save the Dates

TAA Conventions

June 4-5, 2017

December 3-4, 2017

This newsletter is published by the Tennessee Auctioneers Association as a service to its members and supporters in the auctioneering industry. Suggestions are welcome for articles in future editions.

STATE OF TENNESSEE

PROCLAMATION

BY THE GOVERNOR

WHEREAS, the third Saturday in April, "National Auctioneers Day," is recognized by auctioneers across the world as a day to reflect back on one of history's oldest professions and celebrate the profession's rich history and traditions, as well as its future; and

WHEREAS, businesses and nations have depended on the professional services of auctioneers for centuries, entrusting auctioneers with their most valued and prized possessions for sale; and

WHEREAS, we celebrate National Auctioneers Day to commemorate the profession's history and celebrate the work of those who built the foundation for this industry's future; and

WHEREAS, auctions and the age-old profession of auctioneering continue to grow every year, and it is estimated that approximately a quarter-trillion dollars in goods and services are sold by live auction every year in the United States; and

WHEREAS, online or on the lawn (and on television), auctions continue to grow in popularity with consumers, with bidders enjoying the thrill of competition with an auction and the rush that comes with the chase for treasures; and

WHEREAS, auctions can be effective and efficient means of turning assets into cash quickly, as well as a source of fun and entertainment; and

WHEREAS, the Tennessee Auctioneers Association and its members strive to advance the auction method of marketing and upholding the highest standards of the professionalism in serving the public;

NOW, THEREFORE, I, Bill Haslam, Governor of the State of Tennessee, do hereby proclaim April 15, 2017, as

Auctioneers Day

in Tennessee and encourage all citizens to join me in this worthy observance.



IN WITNESS WHEREOF, I have hereunto set my hand and caused the official seal of the State of Tennessee to be affixed at Nashville on this twenty-first day of February, 2017.

Governor

Secretary of State

**AUCTIONEERS DAY
APRIL 15, 2017**

STATEMENT OF PUBLISHER

The TAA QUARTERLY is the official publication of the Tennessee Auctioneers Association. Readers are invited to submit manuscripts, which preferably would be limited to 2,000 words or less in length. The TAA QUARTERLY'S advertising policy attempts to conform its advertising to business endeavors. Products or services advertised in the TAA QUARTERLY are not directly or impliedly endorsed by the TAA. The views and opinions implied or expressed herein by authors and advertisers are not necessarily those of TAA, the editor or the publisher, and no responsibility for such views will be assumed. This magazine is provided with the understanding that opinions, instructions and advice provided by contributing authors and editors are those of such authors and editors and not of this publication. Neither the publisher nor the editor is engaged in providing professional opinions of any nature. If technical or professional advice is required in any aspect of your business, we encourage our readers to seek professional services. The SECURITY TAA QUARTERLY publication may refuse to accept any and all advertising it believes to be false, fictitious or misleading.

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PUBLICATION DATES

Articles and ad deadlines:

FEBRUARY 1 APRIL 1
AUGUST 1 NOV. 1

Any and all TAA members are encouraged to send information on past or coming events they have conducted or news articles that would be of interest to other members. Please send profiles of members that you feel deserve to be highlighted in our publication.

MEET TWO OF OUR NEW BOARD MEMBERS

Junior Staggs is Auctioneer and Affiliate Real Estate Broker with Doug Taylor Auction Service located in Puryear (Per-Year), Tennessee. He is a 2007 Graduate of Nashville Auction School, where he served as class President. Junior is the 2014 Tennessee State Champion, 2015 SouthEast Region (Big Peach) Champion, 2016 Kentucky State Champion, 2016 MidWest RoundUp (SlamDown) Champion and a 2 Time Mule Day Reserve Champion.



Junior attended The University of Tennessee-Martin and is a 2016 graduate of the Certified Auctioneers Institute held at the University of Indiana.

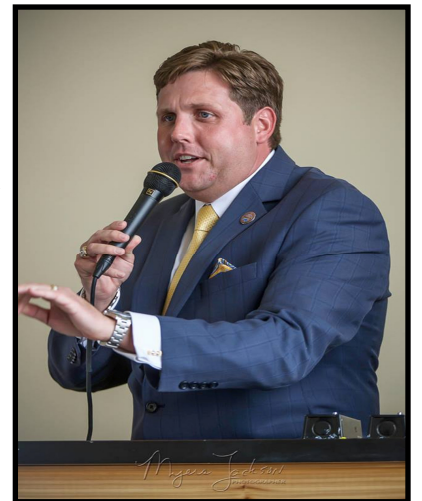
Junior currently serves as an Ambassador for the National Auctioneers Association, is a Board Member for the Tennessee Auctioneers Association and is currently seeking a position on the NAA Board of Directors.

Junior is also a member of the Georgia, Michigan, and Kentucky Auctioneers Associations.

Junior is Owner/Founder of The Auctioneer Print and Building YOUR Bid Calling Chant.

He and his wife Katie live on a small farm in Puryear with their daughters Savannah Kate and Sophie Beth.

Woody Woodruff is a lifelong resident of Tennessee and has been a licensed Auctioneer for 15 years. He has the privilege of selling cars, horses and Real Estate nationwide. He is the Principal Auctioneer for his wife's company Emily Woodruff Properties in Shelbyville. Woody and his wife have one son, Sterling and all 3 are active in the Auction Industry.



His accomplishments in the industry include 2007 TAA Bid Calling Champion, 2016 Mule Day Auctioneer Finalist, 2012 World Automobile Auctioneer Championship Top 10 Finalist, 2016 World Automobile Auctioneer Championship Top 10 Finalist.

Woody is very passionate about the Auction business and thankful for the opportunity to work in an Industry that is full of excitement as well as fellowship.

Save The Dates!!

Auctioneer Day
 April 15, 2017

Summer Convention
 June 4-5, 2017
 Murfreesboro, TN

NAA Convention
 July 11-15, 2017
 Columbus, OH

BRENT CROOM WINS 2017 TENNESSEE AUCTIONEER CHAMPIONSHIP

Cedar Grove, Tennessee, Ridgely Auction and Realty Company is excited to announce that local Auctioneer, Brent Croom, claimed the 2017 Bid Calling Championship title for the Tennessee Auctioneers Association.

Auctioneers from all over the state gathered to compete for the coveted title during the annual Tennessee Auctioneers Association state meeting held on December 4th at the Inn at Opryland. Croom was chosen as the winner based on his bid calling ability and a personal interview. Judges included previous world champions from the World Livestock, and Automobile, along with current IAC Champion and NAA Board members.

“It was such an honor to be selected as the state champion when competing amongst some of the best auctioneers in the State of Tennessee. I feel extremely blessed to be able to represent this group of fine auctioneers in upcoming auctions.”



Croom is a 2010 graduate of Nashville Auction School and holds his license with Ridgely Auction and Realty Company. He and his wife, Amber, live in Dyer, Tennessee. They are the parents of three young children Clayton, Carter, and Catelyn. Croom and his sons are involved in the family dairy, as well as being the auctioneer for Trenton Livestock Company and Maury City Livestock. Croom also volunteers for many charities and is involved with the FFA and offers his time to help these students by serving as auctioneer for their events.

Croom will represent Tennessee at the International Auctioneer Championship competition hosted by the National Auctioneer’s Association to be held in Columbus, Ohio in July of 2017.

TAA Salutes Members of Hall of Fame

2015	Patti Baldini	2004	Charles Woodard	1993	Harvey Boles	1982	Bill Collier
2015	Jana Ringemann	2004	Comas Montgomery	1993	Marvin Alexander	1982	Hubert Songer
2014	Ed Stallings	2003	Don King	1993	Dean Howard	1981	Beeler Thompson
2013	David Fall	2003	Scott McCarter	1993	John Cook	1981	GW Clark
2013	Tim Mast	2002	Hugh Howell	1993	Red Jesse	1980	Billy Howell
2013	Van Massey	2002	Kenneth Dreaden	1992	Hack Ayers	1980	Ralph Massengill
2012	Marc Colson	2001	Lloyd Nevels	1992	Bill Hall	1978	Clive Anderson Sr.
2012	David Cole	2001	James Gary	1992	Thelma Cartwright	1978	Fred Ramsey
2011	Royce Johns	2000	Bill Colson	1990	C B McCarter	1978	EB Fulkerson
2010	Tommy Anderson	2000	Jack Holbrook*	1990	Charles Rainwater		
2010	Tommy Anderson	1999	William "Bear" Stephenson	1990	Clive Anderson Jr.		
2009	Rick Hinson	1999	Bobby Colson	1990	C B Arnette		
2008	Jerry E. Gregory	1998	Ray Parham	1990	Fulton Beasley		
2008	Ken Gravitt	1998	Feller Brown	1990	Clyde White		
2008	Ron Ramsey	1996	Max Puckett	1990	G S Gordan		
2007	Amon Ringemann	1995	Frank Walden	1989	Jasper Jones		
2006	Earl Lamb	1995	Raymond Taggart	1986	Jim Stevens		
2005	J.J. Dower	1994	Tom Shepard *	1985	Ottis Kemp		
2005	Robbie Franklin	1994	Ben Gary	1984	Buford Evans		
2004	John "Skeets" Eskridge *	1994	J B Stiner	1983	Hoyt Walker		

COME GET A BARGAIN?

“Some awesome bargains ... name your price ... we have no bids yet, so bid now ... we’re practically giving things away ... heavy discounts ... almost free ... pennies on the dollar” *and the list goes on*, and I cringe every time I see such so-called auction marketing.

Let’s start with this premise: Auction marketing is distinctly different than other marketing. Retail operations need buyers and when they get some, they order or manufacture more product to sell. Auctioneers need buyers and when they get some and sell property, they need more *sellers*.

To describe this difference, I met with some potential clients at a house/barn the other day filled with personal property — 5 cars, guns, coins, jewelry, tools, and much more. The sellers (the two daughters) had interviewed one other auctioneer before I arrived to meet with them.

After looking around at the inventory, I sat down with them, where they disclosed that were ready to sign with the “other” auctioneer. Noticing his business card on the cocktail table, I asked if I could show them an ad he had recently placed on Facebook?

I asked these two women if they were looking for someone to “*give their parents’ stuff away — sell it all at steep discounts — and/or provide all the buyers big bargains?*” Their reply was, “*Of course not!*” They were now ready to sign *our* contract.

Auction marketing is almost as much about getting buyers there for the current auction as it is finding sellers for the next auction. Auction marketing needs to suggest — imply the possibility of discounts (the prospect of a deal) but not expressly say so, as to not drive away future sellers.

We regularly discuss at (The Ohio Auction School) that auctioneers during the auction shouldn’t be announcing “*Wow! What a deal you just got!*” nor “*You stole that!*” or the like. We then pose the question, “*Would a seller in attendance go home and tell their spouse, ‘Boy, that’s the auction we should take our stuff — they were giving things away!’*” Probably not.

Auctioneers are advised to either get up-to-speed on this subtle but material part of auction marketing or hurry and find someone more schooled to place their advertising — unless, of course, an auctioneer wants their last auction to possibly be?

Mike Brandy, Auctioneer, CAI, AARE has been an auctioneer and certified appraiser for over 30 years. His company’s auctions are located at: Mike Brandy, Auctioneer, RES Auction Services and Goodwill Columbus Car Auction. He serves as Distinguished Faculty at Hondros College of Business, Executive Director of The Ohio Auction School and Faculty at the Certified Auctioneers Institute held at Indiana University.

**Check out our new website at:
www.tnauctioneers.com**

We have updated our website!

The TAA strives to keep you informed on all the activities available by publishing everything on the TAA website! If you have any suggestions or questions, please don’t hesitate to let us know.

Please go to the website and check out your personal information. You will need to email the TAA office at elaine@execman.net to request your username and password. Once you have this info, you can go into your personal information and update it anytime that you need to.

HELPING NAA MEMBERS PROMOTE THEMSELVES AND THE INDUSTRY

So you keep hearing about NAA promotional efforts, but what does that mean for you? In this article I would like to give some background on what the promotions committee has done, and what we're asking members to do.

The Mission of the Promotions Committee is to Promote NAA Auction Professionals and the Auction Method of Marketing. In formulating strategy for achieving this Mission, we explored numerous ways to achieve this objective. Ultimately, the committee concluded that the best approach is to provide tools so that engaged members can promote themselves as well as the industry. We firmly believe that a coordinated message, through social media and beyond, will help raise positive awareness of the auction methodology to the general public. If we are able to do this, it should help members find both buyers and sellers.

Some of the earliest tools provided for the membership were updated, and relevant, fill in the blank, press releases tailored to most NAA functions. This allows participating members to get positive publicity when they participate in the educational, networking and other events with the NAA. We believe that this type of positive publicity helps not only that specific member but also the entire NAA Membership and the industry as a whole.

We also provided some guidelines for "elevator speeches.: You may have heard, for example, that the reason a person should hire an auctioneer is because: *'Auctions are a fast, fun and transparent way to sell all types of assets'*. You may also have heard that the reason sellers should engage an NAA Auction Professional is because: *'NAA Members belong to an ethical, educated network of professionals'*. We encourage the membership to use these elevator speeches or simply use them as a guideline for their own.

Last year we introduced National Auctioneers Week (NAW) for the first time, this is basically an expansion of National Auctioneers Day to allow a greater impact. Along with NAW, two hash tags were introduced for use with all social media platforms. #AuctionsWork, which had been started by Kenny Lindsey and David Helmer in Michigan, is now encouraged on a national/international level. #NAAPro was introduced for the first time. The goal is to spread a consistent message that *'Auctions Work (#AuctionsWork) when conducted by an (#NAAPro) NAA Auction Professional'*.

I hope that you have seen both of these hash tags many times and used them yourself. The philosophy is really quite simple, yet twofold. When we as auction professionals see success stories of other auction professionals, it encourages us to continue pushing forward and create our own success stories. Perhaps even more important is that most of us

Continued on Page 6



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HELPING NAA MEMBERS PROMOTE THEMSELVES AND THE INDUSTRY (CON'T)

have a significant number of social media connections who are not in the auction industry. By sharing this message on social media, we expose them to the message. We hope that when the need arises they, their family or friends will consider auction as the best method for selling assets. They will also know that the best results will come by hiring an NAA professional.

As I write this, we are only two weeks from National Auctioneers Week 2017. I encourage anyone who reads this to participate. All NAA Members will receive an email each day with instructions for the day. (Please make sure the NAA has your correct email address.)

This year, you will see that we are expanding on the previously mentioned theme with success stories from our clients. The theme is '*Success with my (our) #NAAPro*'. To assist with this theme, you will receive a foldout sign with the April edition of Auctioneer Magazine to have your clients hold for a photograph or video. The sign is also available for download on auctioneers.org and should be available as a pullout sign soon. Please use this for National Auctioneer Week and continue to use it throughout the year as applicable.

With your participation in National Auctioneers Week and continued use of the hash tags, we believe that we will see a grassroots campaign that should have a more direct and positive impact on our membership than an expensive national ad campaign would.

Tim Mast, CAI, AARE
Promotions Committee Chairman

DATES TO REMEMBER

TAA SUMMER CONVENTION

June 4-5, 2017

DoubleTree By Hilton

1850 Old Fort Parkway

Murfreesboro, TN 37129

615-895-5555

\$114 Rate/Reserve by May 12, 2017

Make Plans to Attend!

**Rookie Contest
&
Fun Auction**

NAA Convention

July 11 -15, 2017

Columbus, Ohio

TAA Winter Convention

December 3-4, 2017

DoubleTree By Hilton

Murfreesboro, TN 37129

All in, All done?



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